Storytelling Presentation Skills Course Brochure

1 Day Practical Workshop
Our Storytelling Presentation Skills workshop is designed for anyone who needs the skills to communicate more deeply, emotionally, and powerfully with their audience.

Understanding the dynamics of storytelling will help you deliver your business messages in a more compelling way. This will increase your influence and help you drive the business forward, allowing non scientific or non technical colleagues and customers to understand your message clearly.

This storytelling course is suitable for all those who have to present and communicate with passion and engage directly with peoples feelings.

Below you will find a proposed course outline.

The course can also be customised if needed and our trainer will work with you to agree the content to be covered in the day.

"Everyone thought Andrew was great and the course really developed their skills as internal trainers."

Dearbhla Casey, HR Manager, Irish Country Meats

"We are all very happy with the training carried out last week & will definitely be in contact in the future"

Aoife O'Rourke, Key Account Manager, Tool & Plastic

"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."

Jonathan Latimer, Fleet Training Instructor, City Jet
At DCM Learning we have a strong culture of working in long-term relationships with our clients. Although it’s a bit of a cliché, we strongly believe that our client relationships are partnerships and that’s the best way for our clients to get the best results.

**Specific reasons to choose DCM:**

- **Support:** 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.

- **Experienced:** We have many years’ experience providing customised training programmes for small and large companies. Last year, we delivered onsite training with 521 companies.

- **Excellent Trainers:** Our trainers combine professional training know-how with relevant experience in their chosen training field.

- **Quality Assured Training:** Make sure you Safeguard Your Training Investment. DCM offer courses accredited by the following national and international certification bodies.

**You're in Good Company**

We have worked with some of the biggest companies in Ireland including McKesson, Allergan, Glaxo Smith Kline, Boston Scientific and Pfizer so you can have confidence in our ability to deliver the results you want to achieve.
COURSE OVERVIEW

Business story telling gives a compelling reason for someone to buy from you or not to buy from you. During this course we will look at why Story Telling works, the rules and fundamentals for creating a compelling story, what works and what doesn’t. During the session each person will get the time to work on creating the best story for their own area/team.

Each learner will leave the course with a good format and outline of the story they want to tell e.g. what they are doing now and how it adds value to their clients business – basically why we are indispensable.

PRE-COURSE WORK

Optional: Each learner is asked to prepare a short outline of a story they would like to present that they can work on during the session.

LEARNING OUTCOMES

By the end of the course each learner will be able to:

- Recognise the link between their communication skills and the impact they can have on others.
- Appreciate why telling a compelling story is so vital to our success
- Follow a format for creating effective business stories
- Present their story with confidence to colleagues and external stakeholder
- Identify key areas they need to work on to improve their presentations/speeches

Below you will find a proposed course outline detailing all the topics covered on the training programme.
TOPIC 1: INTRODUCTION TO STORY TELLING

- The Importance of Storytelling Presentation Skills
- What impact does story telling have on our listeners?

TOPIC 2: CREATING YOUR STORY

- Aims and objectives - focusing on the key message
- Profiling your audience
- The anatomy of a story - must-haves
- Best practice techniques for building suspense, drama, empathy etc.
- Creative brainstorming
- Review and evaluate

TOPIC 3: PROFESSIONAL PRESENTATION SKILLS

- The importance of preparation
- Developing powerful body language
- Positive language and appropriate gestures
- Connecting and interacting with your audience
- Effectively using appropriate visual aids
- Adapting to different levels of understanding/interest

TOPIC 4: PRACTICE SESSIONS

- Each person will be asked to make a 5-minute presentation of their story
Sean Kelly
Training Associate

Sean is a highly experienced International Trainer and Coach. His aim on all the workshops he delivers is to inspire and show clients how to use more of their infinite potential. He has worked in training and development for over 20 years, helping people and organisations of all sizes and sectors achieve their goals.

Some of the areas he specialises in are Accelerated Learning, Brain Training, how to communicate with Confidence, Creativity and Innovation, Mindfulness, Tools for Success - Vision, Goal Setting and Action planning. Sean is also a keen athlete, an Ironman triathlete and a leading competitor in the World Memory Championships.

Some of Sean's qualifications and affiliations include:

- Honours Bachelor of Science Degree, Trinity College Dublin
- Master Practitioner and Master Trainer, NLP
- Life Mastery and Leadership Academy Graduate with Tony Robbins
Anthony Garvey
Training Associate

Anthony is a highly qualified and experienced Presentation Skills, Public Speaking & Management Skills trainer. He has trained hundreds of participants in educational establishments, voluntary sector organisations and private companies.

Anthony brings his passion for learning to every course she delivers. His resulting style is interactive and inclusive, which empowers learners to develop their skills and achieve great results from training.

Some of the areas Anthony specialises in are: Presentation Skills, Time Management, Communications, Public Speaking, People Management and Effective Meetings.

Some of Anthony’s qualifications and experience include:

- Member of Tralee Toastmasters Club
- Finalist in the International Speech Competition
- BA (Hons) Economics and Politics, Trinity College, Dublin
- Masters in Business, IT Tralee, Kerry
- Train the Trainer (Distinction)
Inhouse Training, One Size Doesn't Fit All.

Does your team need training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

Below is an overview of our Inhouse Training Delivery and Costs:

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<th>Details</th>
<th>1 Day Training</th>
<th>2 to 5 Days Training</th>
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Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.
Set your career on the right course